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ABSTRACT OF THE DISCLOSURE

A mobile, wireless terminal contains apparatus for creating, editing and storing user personalized profiles for access by inquiring terminals in a short-range communication system. The mobile, wireless terminal contains databases for storing standardized format profiles containing user contact information, standardized format profiles of user interests and user or manufacturer defined profiles. The personalized profiles are stored in a single record of a Service Discovery Protocol database. Screen display apparatus in the mobile terminal displays indexes and contents of the profiles for user access in creating, editing and storing user profiles. The mobile terminal includes apparatus responsive to SDP inquires from inquiring terminals for access to and acquisition of the user defined personalized profiles.

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